



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Limestone, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	27.6%	Population		72,733	78,157
Midland Crowd	21.5%	Households		27,764	30,094
Green Acres	9.9%	Families		20,163	21,508
Salt of the Earth	5.7%	Median Age		37.9	39.4
Simple Living	5.5%	Median Household Income		\$43,584	\$48,651

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	67	\$1,836.23	\$50,981,108
Men's	70	\$344.68	\$9,569,784
Women's	64	\$616.50	\$17,116,453
Children's	75	\$331.07	\$9,191,774
Footwear	59	\$300.85	\$8,352,854
Watches & Jewelry	68	\$134.92	\$3,745,948
Apparel Products and Services ¹	73	\$108.21	\$3,004,295
Computer			
Computers and Hardware for Home Use	72	\$157.60	\$4,375,568
Software and Accessories for Home Use	69	\$20.50	\$569,222
Entertainment & Recreation	78	\$2,670.65	\$74,147,897
Fees and Admissions	67	\$408.93	\$11,353,521
Membership Fees for Clubs ²	69	\$109.45	\$3,038,798
Fees for Participant Sports, excl. Trips	69	\$78.61	\$2,182,597
Admission to Movie/Theatre/Opera/Ballet	63	\$94.82	\$2,632,636
Admission to Sporting Events, excl. Trips	71	\$40.54	\$1,125,635
Fees for Recreational Lessons	66	\$85.50	\$2,373,855
TV/Video/Sound Equipment	77	\$898.48	\$24,945,533
Community Antenna or Cable Television	81	\$539.18	\$14,969,893
Color Televisions	71	\$98.25	\$2,727,905
VCRs, Video Cameras, and DVD Players	77	\$30.01	\$833,193
Video Cassettes and DVDs	77	\$46.81	\$1,299,546
Video Game Hardware and Software	77	\$25.26	\$701,354
Satellite Dishes	79	\$1.22	\$33,747
Rental of Video Cassettes and DVDs	75	\$44.74	\$1,242,089
Sound Equipment ³	69	\$108.84	\$3,021,747
Rental and Repair of TV/Sound Equipment	72	\$4.18	\$116,059
Pets	86	\$378.25	\$10,501,855
Toys and Games	80	\$144.93	\$4,023,746
Recreational Vehicles and Fees ⁴	91	\$412.35	\$11,448,456
Sports/Recreation/Exercise Equipment ⁵	73	\$167.84	\$4,659,946
Photo Equipment and Supplies ⁶	76	\$104.36	\$2,897,563
Reading ⁷	73	\$155.50	\$4,317,277
Food	78	\$6,562.36	\$182,197,377
Food at Home	79	\$3,983.98	\$110,611,114
Bakery and Cereal Products	79	\$570.63	\$15,843,068
Meat, Poultry, Fish, and Eggs	80	\$1,059.09	\$29,404,637
Dairy Products	79	\$435.00	\$12,077,458
Fruit and Vegetables	75	\$659.34	\$18,305,780
Snacks and Other Food at Home ⁸	80	\$1,259.91	\$34,980,171
Food Away from Home	76	\$2,578.38	\$71,586,263
Alcoholic Beverages	70	\$435.53	\$12,092,057
Nonalcoholic Beverages at Home	82	\$356.66	\$9,902,393



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	61	\$917.19	\$25,464,839
Vehicle Loans	88	\$5,425.31	\$150,628,285
Health			
Nonprescription Drugs	84	\$101.99	\$2,831,629
Prescription Drugs	94	\$543.61	\$15,092,873
Eyeglasses and Contact Lenses	81	\$67.14	\$1,864,211
Home			
Mortgage Payment and Basics ⁹	73	\$6,377.83	\$177,074,206
Maintenance and Remodeling Services	73	\$1,437.46	\$39,909,692
Maintenance and Remodeling Materials ¹⁰	88	\$329.08	\$9,136,532
Utilities, Fuel, and Public Services	82	\$3,599.40	\$99,933,745
Household Furnishings and Equipment			
Household Textiles ¹¹	73	\$102.12	\$2,835,269
Furniture	72	\$459.38	\$12,754,093
Floor Coverings	69	\$62.18	\$1,726,474
Major Appliances ¹²	82	\$240.16	\$6,667,724
Housewares ¹³	72	\$75.88	\$2,106,756
Small Appliances	79	\$29.09	\$807,643
Luggage	65	\$6.70	\$186,070
Telephones and Accessories	68	\$32.26	\$895,763
Household Operations			
Child Care	66	\$278.72	\$7,738,249
Lawn and Garden ¹⁴	89	\$399.82	\$11,100,558
Moving/Storage/Freight Express	69	\$36.91	\$1,024,861
Housekeeping Supplies ¹⁵	82	\$630.14	\$17,495,176
Insurance			
Owners and Renters Insurance	87	\$418.54	\$11,620,445
Vehicle Insurance	80	\$1,173.04	\$32,568,383
Life/Other Insurance	84	\$536.35	\$14,891,214
Health Insurance	87	\$1,703.00	\$47,282,194
Personal Care Products ¹⁶	77	\$365.03	\$10,134,730
School Books and Supplies ¹⁷	73	\$87.97	\$2,442,265
Smoking Products	89	\$430.85	\$11,962,154
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	86	\$4,923.77	\$136,703,561
Gasoline and Motor Oil	86	\$1,748.76	\$48,552,604
Vehicle Maintenance and Repairs	78	\$829.35	\$23,026,175
Travel			
Airline Fares	65	\$265.91	\$7,382,848
Lodging on Trips	73	\$297.10	\$8,248,650
Auto/Truck/Van Rental on Trips	63	\$27.52	\$764,023
Food and Drink on Trips	74	\$347.71	\$9,653,849

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.